It's EASY to make money with—

DON'T KID YOURSELF ABOUT THIS PICTURE!

Sure you laughed your head off when you saw it in the projection room. YOU know it's great! But you've got to sell it hard to the public — work for a big opening — THEN you can sit back and smile!

MERCHANDISING PLAN
Presented by
FIRST NATIONAL PICTURES Inc.

SALIENT FACTS ABOUT THIS PICTURE

THE STORY

Scott McClenahan, a young naval officer is trapped with his men in a submarine when it is sunk. He saves the lives of his men by shooting them through a torpedo tube, but is unable to save himself. He resigns himself to death, but is rescued by divers.

He finds himself a national hero, much to his dislike, and is forced to submit to the congratulations of the admiral, the greeting of a welcoming committee from New York, a parade up Broadway to a reviewing stand where he is compelled to make a speech. He rebels, but to no avail. The public demands a hero. At home his mother plans a home-coming that makes him shudder. Tired and disgusted, he escapes to Janet, of whom he is extremely fond — falls asleep in her arms and is finally roused to go home.

As he leaves, he is caught by a reporter — with Janet standing in the doorway in her nightgown and wrapper. Scotty hastily announces their engagement. They are married, but beset by reporters at every turn. Finally, he and his bride quarrel and she returns to her home. A new hero has come into the limelight, and Scotty is fired, in favor of the new idol.

He seeks his wife and there is somewhat of a reconciliation, but she wishes to see if they really love each other. Scotty demands that they return to their old relationship. When Janet refuses, he decides to undertake the mission suggested by his late employer.

Janet loves him too much to be separated, phones him and Scotty, overjoyed, rushes to her home. They go on a new honeymoon in their car. On their way they see a car stalled on the railroad tracks. Scotty manages to push the machine off the tracks as a train grazes his own car. Crowds surround him. He has visions of again being a victim of the hero-worshipping public. He leaps back into his car and flees with Janet to happiness and oblivion.

Douglas Fairbanks, Jr., star of the First National Picture "It's Tough To Be Famous," coming to the_____Theatre next_____, appears here in one of the hilarious scenes with Mary Brian and Walter Catlett during the young hero's reception, following an act of valor which made him a public idol.

Cut No. 3 Cut 30c Mat 10c

PRODUCTION STAFF

*Story by*_____*Mary McCall, Jr.*
*Adaptation by*_____*Robert Lord*
*Directed by*_____*Alfred E. Green*
*Asst. Director*_____*Tenny Wright*
*Photographed by*_____*Sol Polito*
*Art Director*_____*Esdras Hartley*

THE CAST

Scotty, *a hero against his will* . . . . . Douglas Fairbanks, Jr.
Janet, *his sweetheart* . . . . . Mary Brian
Chapin, *promoter and manager* . . . . . Walter Catlett
Mrs. McClenahan, *Scotty's mother* . . . . . Emma Dunn
Miss Jackson, *Scotty's Secretary* . . . . . Lilian Bond
Ada . . . . . Louise Beavers
Sanford . . . . . Terrence Ray
Boynton . . . . . Oscar Apfel
Steve . . . . . David Landau
Sutter . . . . . Harold Menger
Lieut. Blake . . . . . J. Carroll Naish
Mrs. Porter . . . . . Claire McDowell
Ole, *the rival hero* . . . . . Ivan Linou

BIOGRAPHICAL BRIEFS

DOUGLAS FAIRBANKS, JR.—One of the screen's most brilliant young stars. Son of one of the country's most famous personalities, he has chosen to make his own career since his first role in "A Woman of Affairs." Has contributed outstanding performances in such pictures as "The Dawn Patrol," "Outward Bound," "Little Caesar," "Chances," "I Like Your Nerve," "Union Depot" and "It's Tough To Be Famous." Born in New York City.

MARY BRIAN — Entered motion pictures when Lasky studio officals discovered her for the role of Wendy in "Peter Pan." Has been active in pictures ever since. Some of her latest releases are "The Virginian," "Burning Up," "Kibitzer," "Light of Western Stars," "Only The Brave," "Paramount On Parade" and "It's Tough To Be Famous." Born in Dallas, Texas.

LILIAN BOND—A beautiful recruit from the musical comedy stage formerly featured in Earl Carroll's "Vanities." Her best screen roles were in "Stepping Out," "Just a Gigolo," "The Squaw Man," "High Pressure," "Fireman Save My Child," "Union Depot" and "It's Tough To Be Famous." Born in London, England.

OSCAR APFEL — On the screen in "Man Trouble," "Abraham Lincoln," "The Bargain," "Five Star Final," "Alias The Doctor," "The Heart of New York" and "It's Tough To Be Famous." One of the pioneers in motion pictures. Formerly a producer and director. Born in Cleveland, Ohio.

EMMA DUNN — Has been on the stage since her early teens, and has played with Richard Mansfield. Entered pictures in 1919. Has been seen in "Side Street," "The Texan," "Too Young To Marry," "Manslaughter" and "It's Tough To Be Famous." Born in Cheshire, England.

WALTER CATLETT — Thirty years stage experience in musical comedy, opera and drama. Entered pictures in 1929 as actor and writer. Has appeared in "Married In Hollywood," "Why Leave Home," "Let's Go Places," "Happy Days," "The Big Party," "The Golden Calf," "The Gay Nineties" and "It's Tough To Be Famous." Born in San Francisco, Cal.

DAVID LANDAU — A Broadway stage artist recently brought to the screen. He has been a sensation since his debut in "Street Scene" in the part he played also on the stage. His other screen roles are in "Arrowsmith," "Taxi," "Union Depot," and "It's Tough To Be Famous."

CLAIRE McDOWELL — Has been in pictures since the early Biograph days. Also on the stage with Charles Frohman and in "Way Down East" and "The Clansman." On screen in "Young Desire," "The Second Floor Mystery," "The Big Parade," "Redemption" and most recently in "It's Tough To Be Famous." Born in New York City.

ALFRED E. GREEN — (Director) Has been directing pictures since 1912 when he joined Selig. One of Mary Pickford's favorite directors. Responsible for the success of such outstanding successes as "Disraeli," "The Green Goddess," "Old English," "Smart Money," "Union Depot," "The Rich Are Always With Us" and "It's Tough To Be Famous." Born in Perris, Cal.

Douglas Fairbanks, Jr., as the artist sees him in the hero role of "It's Tough To Be Famous," the First National picture now at the_____Theatre. Young Fairbanks reveals a definite gift for swift-paced comedy drama in his newest hit.

Cut No. 5 Cut 30c Mat 10c

OFFICIAL BILLING

First National Pictures, Inc.	5%
presents	
DOUGLAS FAIRBANKS, JR.	75%
in	
"IT'S TOUGH TO BE FAMOUS"	100%
with	
Mary Brian	20%
Directed by Alfred E. Green	20%
A First National and Vitaphone Production	40%

For A BALANCED PROGRAM

play these

VITAPHONE SHORTS

BROADWAY BREVITY
Complete miniature musicals with Broadway's best. (2 reels)

and/or

A LOONEY TUNE
With Bosko, the screen's funniest musical cartoon character

and/or

NEWMAN TRAVEL TALK
Interesting explorations around the world with the camera. (1 reel)

and/or

SPORTSLANT
Ted Husing's snappy illustrated explanations of all kinds of sports. (1 reel)

Length And Running Time

7255 feet

79 minutes

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your 1st story

Doug Fairbanks, Jr. Coming To ..... Screen Next ..... In "It's Tough To Be Famous"

Douglas Fairbanks Jr.'s latest starring vehicle for First National Pictures, "It's Tough To Be Famous," will begin a ..... day engagement at the .... Theatre next .....

His latest picture follows Fairbanks' success in "Union Depot." Alfred E. Green, who directed the previous production, as well as George Arliss' memorable "Disraeli," also directed "It's Tough To Be Famous," which was adapted from an original story by Mary McCall, Jr. Miss McCall collaborated on the adaptation and dialoguing of the original for the screen.

Douglas Fairbanks, Jr.
Cut No. 19
Cut 15c Mat 5c

"It's Tough To Be Famous" concerns the trials and tribulations besetting a young naval officer suddenly catapulted to national fame as a result of his heroism in the line of duty. Even before he regains consciousness after a hair-breadth escape from death in the hold of a sunken submarine from which he had already released his subordinates via the torpedo tubes, he has been hailed by the newspapers and the public. A quiet and unassuming youth, his private life is made public, his marriage to a childhood sweetheart becomes a matter for the newspapers and magazines, and his life is made generally miserable, to the extent that he eventually seeks oblivion after a reconciliation with his wife, estranged as a result of too much interference in their lives.

Doug, Jr.'s latest is also said to be his best, the young star revealing a definite talent for satiric interpretation and a genuine ability to keep pace with what is being hailed as one of the swiftest-moving motion pictures ever made. The story moves from submarine to fleet to a New York reception rivalling those accorded other aerial and naval heroes and covers a dozen other locales in rapid succession. The breathless pace of the picture continues to the climax and unusual ending, with Doug leading the excellent cast in its rapid course through newspaper headlines, testimonial dinners, speeches, parades and other vexations of individuals too much favored by public interest in their lives.

"It's Tough To Be Famous" presents, in addition to its strong cast and highly entertaining story, a series of scenes filmed at the sea-bed of a sunken submarine showing the rescue of the men trapped with Fairbanks, Jr. after the undersea boat had been rammed by a steamship. Scenes of the men shooting from the torpedo tubes to the surface of the ocean and divers at rescue work are also vividly portrayed, providing additional thrills for what has been called the "swiftest-paced picture of the year."

The large supporting cast in "It's Tough To Be Famous" includes Mary Brian, Walter Catlett, Oscar Apfel, David Landau, Emma Dunn, Lilian Bond and many others equally well-known to film audiences.

your 2nd story

Submarine Tragedy Filmed On Sea Bed For New Fairbanks, Jr. Film

The sinking of a submarine with all men on board, and the subsequent rescue of the crew, one of the most exciting and novel episodes ever photographed for the movies, is shown in full detail in Douglas Fairbanks, Jr.'s latest starring film for First National Pictures, "It's Tough To Be Famous," which comes to the ..... Theatre next .....

Fairbanks, portraying the young commanding officer of the submarine, is trapped with his men after the undersea boat has been rammed and sunk by an excursion vessel. Because the submarine was sunk in only eighty feet of water, Doug is able to save his men by shooting them to the surface through the torpedo tubes. The men are shown as they shoot to the surface of the water, where rescue ships and divers are waiting. With no one left to release him through the torpedo tube, Doug prepares for the lingering death which follows exhaustion of oxygen in the submarine. His rescue by divers when he has lapsed into unconsciousness provides further thrills for "It's Tough To Be Famous."

After the rescue the star is hailed as a national hero, even before he regains consciousness on the fleet's flagship. His trials and tribulations continue from that point on, through his marriage and subsequent loss to all rights to privacy. His life becomes a series of banquets and parties in his honor, all of which arouse his desire to "get away from it all."

Supporting Fairbanks, Jr. in this story of a young national hero is a large cast including Mary Brian, Lilian Bond, Oscar Apfel, Walter Catlett, Emma Dunn and David Landau. Alfred E. Green, of "Disraeli" and "Union Depot" fame, directed "It's Tough To Be Famous."

your 3rd story

Fairbanks, Jr., One Of Youngest Male Stars, Has Played In Thirty-two Films

"It's Tough To Be Famous," the First National picture starring Douglas Fairbanks, Jr. which comes to the ..... Theatre next ....., marks the young star's thirty-second screen role. In addition, he has already performed in five stage plays between pictures.

Fairbanks, Jr., one of the screen's youngest full-fledged male stars, is only twenty-four. He has been in the movies since the age of sixteen. In addition to keeping busy with pictures and the stage, young Doug has achieved a relatively wide fame as both artist and writer, his character sketches of Hollywood favorites having appeared in many of the country's greatest magazines.

Doug, Jr. has not reckoned on his father's fame and fortune in attaining screen heights. He has insisted at all times that he be accepted on his own merits, rather than on those of his father. His screen success has, therefore, been self-made, as has his artistic and writing success.

Definitely established as a star in "The Dawn Patrol," Fairbanks, Jr. has borne out the promise of his earlier pictures with his work in "Union Depot" and "It's Tough To Be Famous," his thirty-second, in which he is said to reveal a definite flair for satiric technique.

Mary Brian, Walter Catlett, Oscar Apfel, David Landau and Emma Dunn support the young star in this story of a youth shot to the heights of public favor from an obscurity which he desired more than the difficulties of being famous.

Alfred E. Green directed.

your 4th story

West Coast Pre-viewers Enthusiastic About "It's Tough To Be Famous"

"It's Tough To Be Famous," Douglas Fairbanks Jr.'s latest starring vehicle for First National Pictures, which opens at the ..... Theatre next ....., comes well recommended by enthusiastic West Coast reviewers who saw it at its preview in Hollywood.

The film departs radically from the ordinary routine story, and tells the exciting adventures of a young American suddenly and unexpectedly lifted to fame and fortune through an act of heroism. It is something of a departure, also, for Douglas Fairbanks, Jr., being faster paced than any picture he has ever made before.

It is somewhat similar to some of Fairbanks, Sr.'s early pictures for excitement and speed. The picture opens in the [illegible]d of a sunken submarine, transfers quickly to the deck and quarters of a battleship, thence to New York and the young hero's overwhelming welcome, and then by rapid stages transfers the action to various parts of the eastern seaboard.

As the dashing young naval hero, young Doug again proves his special adaptability for uniformed roles — his last having been as an American ace in "The Dawn Patrol," one of his best remembered pictures before "Union Depot" and the present production.

A strong cast supports young Fairbanks. Mary Brian, Walter Catlett, Oscar Apfel, Terrence Ray and Emma Dunn have outstanding roles. The direction of Al Green, director of "Union Depot," is said to be his best to date. The story is from "The Goldfish Bowl" by Mary McCall, Jr., who also worked on the adaptation and dialogue for the screen.

MARY BRIAN
appearing at the ..... Theatre with Doug Fairbanks, Jr. in "It's Tough To Be Famous."
Cut No. 1 Cut 15c Mat 5c

your 5th story

Pickford And Arliss Director Megaphones New Doug, Jr. Film

Alfred E. Green, famous director whose work on "It's Tough To Be Famous," the First National Picture starring Douglas Fairbanks, Jr. which comes to the ..... Theatre next ....., has added further to his fame as one of Hollywood's top-flight directors, was Mary Pickford's megaphone man at one time and directed George Arliss' memorable screen success, "Disraeli."

Green has since been sought by Miss Pickford but conflict of engagements prevented his work on any of her later pictures. His most recent success previous to "It's Tough To Be Famous" was "Union Depot," in which Douglas Fairbanks, Jr. also starred. There is the possibility that Green may yet direct a Mary Pickford vehicle, should the overtures the star has already made to the director through young Doug bear fruit.

Green is a veteran of silent screen direction who was not affected by the advent of the talkie. His greatest fame in fact, has come to him since the new medium was made available to him.

Opening Day

"It's Tough To Be Famous" Opens At The ..... Today With Strong Cast

"It's Tough To Be Famous," the First National picture starring Douglas Fairbanks, Jr., opens at the ..... Theatre with a notable cast of talented players.

"It's Tough To Be Famous" numbers such established and well-known performers as Mary Brian, Walter Catlett, Oscar Apfel, Emma Dunn, David Landau, and Lilian Bond in support of young Fairbanks. Manager ..... of the ..... states that the work of the cast is uniformly excellent, with Doug, Jr. carrying top honors in a characterization entirely new to the screen.

The story, from an original by Mary McCall, Jr., who also assisted in the adaptation and dialoguing for the screen, concerns a young naval officer lifted from obscurity to the glaring limelight of public favor as the result of an unusual act of heroism performed in the line of duty. The subsequent trials and tribulations of the youth who modestly prefers comparative oblivion to public acclaim and the consequent dissolution of his marriage because of prying eyes and interference constitute the story, which is said to be the fastest moving screen drama of the year. The story covers a variety of locales in a short time and moves with the rapidity of machine-gun fire. Many of the scenes are unusual and present thrills uncommon to even the most thrilling action picture.

"It's Tough To Be Famous" was directed by Alfred E. Green, who directed the previous Fairbanks, Jr. picture, "Union Depot," as well as "Disraeli" and "Smart Money," favorite pictures of their years.

Advance Feature

Doug, Jr.'s Latest Movie Role Parallels His Marriage With Joan Crawford

"Aren't we entitled to any privacy? Are we human beings or a couple of goldfish, living in a bowl?"

The words belong to the author and scenarist, but the sentiment and the emphasis belong to Douglas Fairbanks, Jr.

Irvin Cobb is generally credited with telling the story about the privacy of the goldfish but Mr. and Mrs. (Joan Crawford on the screen) Douglas Fairbanks, Jr. are the ones who have been living it. They agree that it is a funnier story to hear than to illustrate. But they find it difficult to get either out of the bowl or out of sight in the bowl.

Since a discerning public first spotted this interesting couple as sweethearts, it has never lost interest in their affairs and has never allowed them any chance or privacy for the necessary adjustments that come with married life. The result has been that these natural adjustments have been made under the scrutiny of newspaper reporters, story writers and publicity people and each step in such adjustment has been duly heralded from the housetops to the waiting world.

Being young and serious of mind, the couple take their love affair with tremendous enthusiasm. The exaggerated sweetness of the honeymoon set up a standard which it was evident could not be kept up indefinitely. And when Doug and Joan began to show normal interest in other people and other interests rumors of trouble between them began.

Since then life has been just one rumor after another and denial after denial. If either danced with a friend twice, Hollywood awoke the following morning with reports of a separation making the rounds. Doug was reported interested in each new leading woman appearing with him in a picture and Joan was suspected of falling in love with each succeeding leading man.

If Joan talked with a lawyer, even under the roof of a mutual friend, divorce was immediately suggested by those who saw the incident. The rumor of an impending "happy event" brought further embarrassment and denials. The report that Joan would marry Clark Gable was spread widely in spite of the fact that both are married.

Suddenly both Doug and Joan stopped denying rumors. This led at once to a whole new crop of sensational reports, which claimed credence because they were not denied. Still the young couple was silent and has been silent since.

"It's Tough To Be Famous," the First National picture coming to the ..... Theatre next ....., gives Doug chance after chance to put into words the sentiments he has been expressing privately for a long time. The words are those written into the story and script by Mary McCall, Jr., author of the story, and Robert Lord and Doug imparts all the force of reality to his lines.

Supporting Doug, Jr. in the movie parallel of his real life are Mary Brian, in the role of his bride, Walter Catlett, Emma Dunn, David Landau, Oscar Apfel and a large cast of prominent players. "It's Tough To Be Famous" was directed by Alfred E. ("Smart Money") Green.

GIRLS!

WOULD YOU LIKE TO MARRY A HERO?

Then prepare to—

Spend your honeymoon on the front page—

Have Headlines screaming your boudoir secrets—

Cameras clicking every kiss—

To get limelight and poses when you want moonlight and roses—

And to lose your love to a million hero-worshippers!

Find out why—

"IT'S TOUGH to be FAMOUS"

before you lose your heart to a front-page photograph . . . See this rollicking revelation of what it means to be a hero — the first inside story of the REAL EXPERIENCES OF A CELEBRITY YOU AND THE WHOLE WORLD KNOW!

With

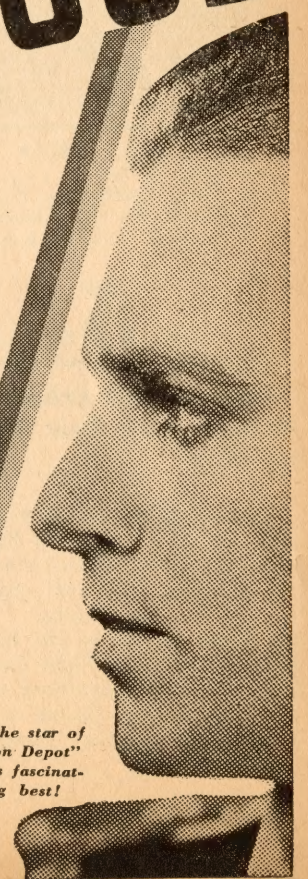
DOUGLAS FAIRBANKS, JR.

MARY BRIAN and WALTER CATLETT

A First National and Vitaphone Picture

STARTING SATURDAY

STRAND



See the star of "Union Depot" at his fascinating best!

Cut No. 11 Cut 80c Mat 20c

CAN YOU RECOGNIZE HIS STORY?

For years you've read and talked about America's greatest hero. Now the inside facts about his fame are revealed in a sensational film hit. See if you can identify him on the Strand's screen!

His private love-life was public property. Headlines screamed his boudoir secrets! He was fed up on Fame—but famished for Love! If you think it's fun to be a hero, see how much fun there is for everybody *but* the hero in—

"IT'S TOUGH TO BE FAMOUS"

with Douglas Fairbanks, Jr.

MARY BRIAN and WALTER CATLETT

A FIRST NATIONAL & VITAPHONE PICTURE

Don't miss this hilarious hit

STARTING THUR.

WINTER GARDEN

Also These Great Vitaphone Shorts

Cut No. 6 Cut 40c Mat 10c

He had the Key to the City—but was locked out of his own Bedroom! So now he tells the world—

"IT'S TOUGH TO BE FAMOUS"

and we'll tell the world — it's hilarious!

with DOUGLAS **FAIRBANKS, JR.**

MARY BRIAN and WALTER CATLETT

A FIRST NATIONAL & VITAPHONE PICTURE

GALA OPENING SATURDAY MIDNIGHT SEATS RESERVED

STRAND

Cut No. 7 Cut 40c Mat 10c

HE HAD THE KEY TO THE CITY - - -

but was locked out of his own Bedroom!

AMERICA'S hero . . . so busy holding poses he couldn't hold his bride! You know him in real life. See if you can recognize him in—

"IT'S TOUGH TO BE FAMOUS"

with Douglas **Fairbanks jr.**

Star of "Union Depot"

MARY BRIAN and WALTER CATLETT

A First National & Vitaphone Picture

BEGINNING THURSDAY

THE TALKIE OF THE TOWN

CAPITOL

Cut No. 8 Cut 40c Mat 10c

Cut No. 12
Cut 60c Mat 15c

HE SPENT HIS HONEYMOON ON THE FRONT PAGE!

Headlines screamed his boudoir secrets — His private love-life was public property — But when he turned his back on Fame he faced a Scandal! See what it's like to have the whole world like you, in

"IT'S TOUGH TO BE FAMOUS"

—and join in the swelling chorus of laughter over the hectic life of a hero who tried to make love harmonize with fame — and struck plenty of discords!

with DOUGLAS **FAIRBANKS, JR.**

MARY BRIAN — WALTER CATLETT

A FIRST NATIONAL & VITAPHONE PICTURE

GALA PREVIEW SAT. MIDNIGHT

STRAND

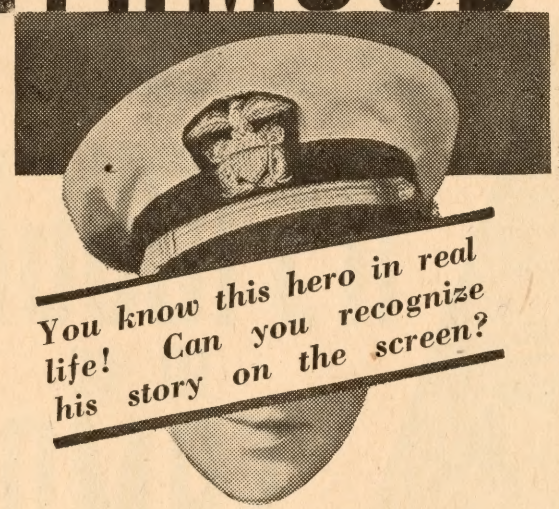
He had the World at his feet—
A girl in his heart—
And Hero-Worshippers in his hair!

STEP BEHIND THE HEADLINES!

Share The Love Secrets Of A Famous Hero

in

"IT'S TOUGH TO BE FAMOUS"



You know this hero in real life! Can you recognize his story on the screen?

SEE what it means to want Moonlight and Roses — and get only Limelight and Poses!

Cameras clicking your kisses, tabloids probing your past, the world horning in on your honeymoon. . . Would you lose your mind — or your bride — or both?

Here's a *new* kind of comedy. There's as much talk about it as there are laughs in it! Don't miss it!

with

Douglas Fairbanks jr.

Cut No. 10
Cut 60c
Mat 15c

MARY BRIAN and WALTER CATLETT

A First National & Vitaphone Picture

GALA HOLLYWOOD OPENING
SATURDAY AT TEN P.M.
NO ADVANCE IN PRICES

STRAND

HE LOST HIS LOVE!

in a wilderness of headlines!

He wanted Moonlight and Roses . . . All he got was Limelight and Poses! Find out why—

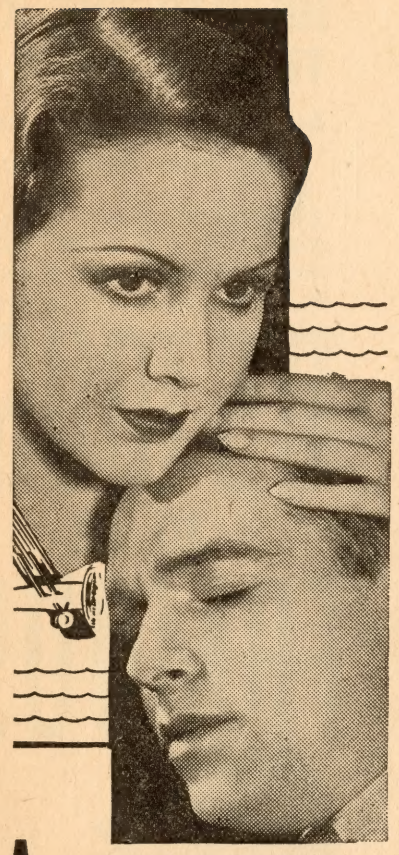
"IT'S TOUGH TO BE FAMOUS"

with DOUGLAS FAIRBANKS, JR.
MARY BRIAN and WALTER CATLETT

A First National and Vitaphone Picture

NOW
PARKER

Cut No. 16 Cut 20c Mat



A Hero In The Parlor. . . Helpless In The Boudoir!

She wanted a husband to make love . . . But he was too busy making history . . . and *what* history!

"IT'S TOUGH TO BE FAMOUS"

The Talkie of the Town

with

DOUGLAS FAIRBANKS, Jr.
MARY BRIAN and WALTER CATLETT
A FIRST NATIONAL & VITAPHONE PICTURE

NOW PLAYING
CONTINUOUS 1-12 P.M.

RIALTO

Cut No. 13 Cut 20c Mat 5c

THE TALKIE OF THE TOWN

ITS TOUGH TO BE FAMOUS

with DOUGLAS Fairbanks Jr.

with
MARY BRIAN
WALTER CATLETT

NOW PLAYING

LIDO

Cut No, 20 Cut 40c Mat 10c

CATCHLINES

His private love-life was public property!

Share the love secrets of a famous hero!

Cameras clicked their kisses — tabloids probed their past — the world horned in on their honeymoon!

They spent their honeymoon on the front page!

Rollicking revelation of what it means to be a hero!

He lost his love to a million hero-worshippers!

He had the key to the city — but was locked out of his own bedroom!

Headlines screamed his boudoir secrets!

Fame embraced him — but his bride couldn't!

He was the whole world's sweetheart!

He made history when he wanted to make love!

A hero in the parlor — helpless in the boudoir!

The lowdown on all of a hero's home life!

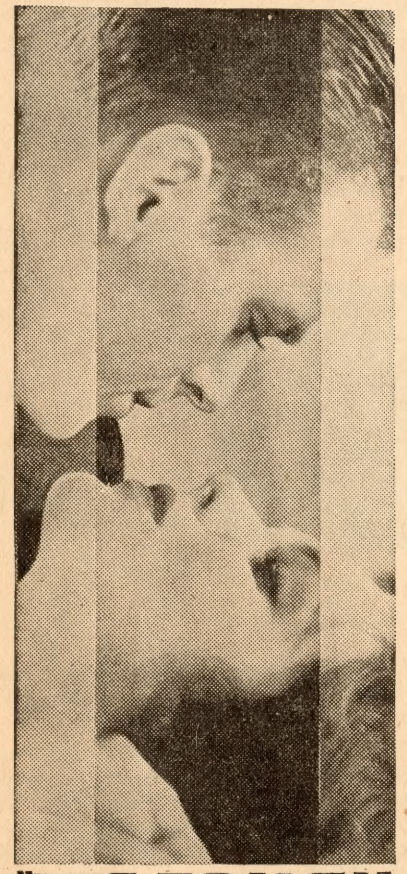
A hundred laughs and a new slant on a real celebrity!

Fun for everybody but the hero!

He couldn't make love harmonize with fame!

SHARE THE LOVE SECRETS OF A FAMOUS HERO!

He leads a "double life" . . . You've read *half* of it in the headlines. . .Now get the lowdown on *all* of it in



"IT'S TOUGH TO BE FAMOUS"

THE TALKIE OF THE TOWN

with DOUGLAS fairbanks Jr.

MARY BRIAN and WALTER CATLETT

A First National & Vitaphone Picture

NOW PLAYING **MAJESTIC**

Cut No. 15 Cut 20c Mat 5c

WORLD FLIERS know—

CHANNEL SWIMMERS know—

FLAGPOLE-SITTERS know—

"IT'S TOUGH TO BE FAMOUS"

You'll know why—

—when you see this sensational revelation of the bunk behind the ballyhoo that makes a Hero SPEND HIS HONEYMOON ON THE FRONT PAGE — MAKE HISTORY WHEN HE WANTS TO MAKE LOVE — LIVE HIS PRIVATE LIFE IN PUBLIC — AND LOSE HIS LOVE IN A WILDERNESS OF HEADLINES!

You'll get a hundred laughs and a new slant on a real celebrity you've cheered — and jeered —

TOMORROW AT THE **CAMEO**

with DOUGLAS FAIRBANKS Jr.

MARY BRIAN and WALTER CATLETT

FIRST PERFORMANCE AT 2 P.M.
MIDNIGHT SHOW EVERY SATURDAY

A FIRST NATIONAL and VITAPHONE PICTURE

Cut No. 9 Cut 60c Mat 15c

BUILD AROUND THESE EFFECTIVE SLUGS FOR SMART 1 and 2 COL. ADS.

HIS PRIVATE LIFE WAS PUBLIC PROPERTY

with DOUGLAS fairbanks jr.

"IT'S TOUGH TO BE FAMOUS"

NOW PLAYING **ROYAL**

Cut No. 23 Cut 20c Mat 5c

He had the world at his feet— a Girl in his heart— and Hero-Worshippers in his hair!

"IT'S TOUGH TO BE FAMOUS"

with Douglas FAIRBANKS Jr.

NOW PLAYING **STRAND**

Cut No. 18 Cut 20c Mat 5c

HE WAS TOO BUSY MAKING HISTORY TO MAKE LOVE

"IT'S TOUGH TO BE FAMOUS"

THE TALKIE OF THE TOWN!

with DOUGLAS FAIRBANKS, Jr.

COMING MAY 22-28 **HOLLYWOOD**

Cut No. 22 Cut 40c Mat 10c

GALA OPENING
TOMORROW

STRAND

Fame embraced him — but his bride couldn't. She wanted a lover — *But he was the whole world's sweetheart!* Step behind the headlines and read the innermost secrets of a hero's heart in

"IT'S TOUGH TO BE FAMOUS"

with DOUGLAS FAIRBANKS Jr.

Star of "Union Depot"
MARY BRIAN
WALTER CATLETT
A First National & Vitaphone Picture

Cut No. 14 Cut 40c Mat 10c

HEADLINES SCREAMED THEIR BOUDOIR SECRETS!

He had offered his Life for his country. So the whole nation took away his Wife! See how —and you'll see why —

"IT'S TOUGH TO BE FAMOUS"

with DOUGLAS Fairbanks jr.

MARY BRIAN and WALTER CATLETT
A First National and Vitaphone Picture

STRAND
NOW PLAYING

Cut No. 17 Cut 20c Mat 5c

Douglas Fairbanks, Jr. and Mary Brian play the leading roles in "It's Tough To Be Famous," First National picture coming to the ..... Theatre next .....

Cut No. 4 Cut 15c Mat 5c

Douglas Fairbanks, Jr. smiles at the thousands greeting him as the harassed hero of a thrilling act of valor in "It's Tough To Be Famous," the First National Picture coming to the ..... Theatre next .....

Cut No. 2 Cut 30c Mat 10c

Review

Fairbanks, Jr. Wins Special Praise In "It's Tough To Be Famous," The ..... Theatre's New Film

Surpassing even the characterization of the young nobody from nowhere in "Union Depot," Douglas Fairbanks, Jr. brought to the screen of the ..... Theatre last night a just-revealed gift for satiric interpretation which adds another facet to the many he has already displayed.

Keeping pace with the fastest-paced motion picture your reviewer has seen in too many moons, Fairbanks, Jr. flashes through the scenes of "It's Tough To Be Famous" with all the brilliance of a speeding comet. He has here a story which may very well have been tailor-made for him. It was an original for the screen by Mary McCall, Jr., originally known as "The Goldfish Bowl," an intimation of a national hero's inability to have any more privacy than the proverbial fish in a goldfish bowl.

Mary Brian
Cut No. 21
Cut 15c Mat 5c

Director Alfred E. Green also deserves special mention for his adroit handling of the varied sequences, ranging all the way from the thrilling undersea rescue from a submarine by way of torpedo tubes and divers to the comparative safety of a testimonial banquet table. Green, who also directed Fairbanks' previous picture, "Union Depot," was director of "Smart Money" and the well-remembered "Disraeli." He combines in "It's Tough To Be Famous" the dramatic power of the Arliss vehicle, the intensity of "Smart Money" and the reality of "Union Depot." He has not slighted comedy, but has, rather, presented the picture in a faintly satiric mood which amuses by virtue of the very upsetting circumstances which assail a young naval officer who regains consciousness after almost certain death to find himself a national hero.

Fairbanks, Jr., as the young hero whose private life suddenly becomes a matter of public property, performs excellently. He makes one visualize the annoyances and vexations which must assail the men whose aerial achievements force them to the headlines, in spite of modesty and unassuming natures. It even appears that "It's Tough To Be Famous" was mirrored from the life of any of the country's great heroes of the past few years.

Fairbanks is assisted in his portrayal

by a cast of evenly balanced excellence. Mary Brian appears as the childhood sweetheart he marries, only to find that their marriage, too, is a matter for the newspaper headlines and photographers. Their marriage is almost dissolved, but a happy chance reconciles them and the picture ends in rare fashion. Emma Dunn appears as the proud mother of the young hero. Walter Catlett and Oscar Apfel appear as his manager and employer, respectively. Many others play their parts equally well, but limit of space prevents further credit, except to the cameraman who photographed the thrilling scenes of the submarine rescue, both undersea and at the surface of the ocean as the men shot to safety from the sub's torpedo tubes.

Don't miss a minute of "It's Tough To Be Famous"!

1st day of run

Director Alfred ("Smart Money") Green Edits Pictures Before *Shooting*

The speed, zest and punch of Douglas Fairbanks, Jr.'s. latest First National production, "It's Tough To Be Famous," now delighting audiences at the .... Theatre, was not the result of accident.

Director Al Green, who also directed Doug Jr.'s last hit, "Union Depot," has his own theory of picture making, thus accounting for the original treatment and speedy continuity of "It's Tough To Be Famous."

He edits his pictures before he shoots them. The method corresponds to the stage rehearsal, which consumes from one to ten weeks, according to the director, play or star. Green takes an extra week rehearsing his picture in his home, cutting out unnecessary action and dialogue before he allows a camera to grind on it. The result is generally a tight, fast-moving and interesting picture, requiring much less time in cutting and refinishing when the production is done shooting.

Ordinary pictures take from two to four weeks in the cutting rooms, with constant previews for audience reaction. Green, however, is able to cut, finish and ship his picture to the East within a week after shooting ceases.

Directors of Green's eminence in picture circles are also allowed to choose their casts. This fact probably accounts for the uniform excellence of the cast assembled for "It's Tough To Be Famous." Supporting Young Doug are Mary Brian, Lilian Bond, Oscar Apfel, Walter Catlett, Emma Dunn, Terrence Ray and many others. The original story is by Mary McCall, Jr., who also assisted in the adaptation and dialoguing for the screen.

2nd day of run

Age-Old Law Of The Sea Graphically Shown In New Fairbanks, Jr. Film

The centuries old custom of the sea which dictates that a commander must stand by a sinking ship until all hands are off is graphically displayed in "It's Tough To Be Famous," the First National picture starring Douglas Fairbanks, Jr. now at the ..... Theatre.

Doug, Jr. appears in the role of commander of a submarine which has been sunk by a steamship. With death rapidly closing on the commander and his crew, he offers the men a gamble for safety by shooting them to the surface of the sea via the torpedo tubes. They accept and all are saved by rescue ships which have arrived in response to the steamship's distress signals.

Only Fairbanks, Jr. and his second in command are left in the submarine. David Landau, who appeared with Fairbanks in "Union Depot," refuses to leave the undersea boat, offering to remain and release the younger man, even though the code of the sea dictates that he remain until the last man is saved, after which there would be no one to operate the tube for his own release. Landau offers to sacrifice himself and Fairbanks agrees, to all intents and purposes. What happens thereafter constitutes one of the most unusual scenes recorded by a motion picture camera and yet permits Doug, Jr. to abide by sailors' ethics.

Supporting the younger Fairbanks in "It's Tough To Be Famous" are Mary Brian, Walter Catlett, Oscar Apfel, Emma Dunn and Lilian Bond. Alfred E. Green, who directed "Union Depot," "Smart Money" and "Disraeli" also directed "It's Tough To Be Famous."

3rd day of run

Fairbanks, Jr. Again In Uniform In "It's Tough To Be Famous"

Douglas Fairbanks, Jr. wears a uniform for the first time since his role in "The Dawn Patrol" made him a star in "It's Tough To Be Famous," a First National picture now playing at the .... Theatre.

His uniform in "It's Tough To Be Famous" is that of a U. S. naval officer. Doug, Jr. appears as a lieutenant, in command of a submarine, who skyrockets to fame as result of a deed of valor performed in the course of duty.

As the young officer saved from almost certain death after saving the entire submarine crew after the undersea boat had been rammed and sunk by a steamship, Fairbanks finds himself the property of the public. He is greeted at New York after the fashion accorded the country's great aerial heroes. He is photographed and written about until the most intimate details of his life have become common knowledge. His marriage is sacrificed to the newspapers and magazines. His entire life is paraded before the greedy eyes of an adoring public. After a few months of testimonial banquets and hero-worshipping, the hero is permitted to return to obscurity by a strange twist of fate.

"It's Tough To Be Famous," from an original story by Mary McCall, Jr., who had a prominent national hero in mind, was directed by Alfred E. Green, director of "Union Depot," Fairbanks, Jr.'s previous starring success, "Disraeli" and Smart Money." The large cast includes Mary Brian, Walter Catlett, David Landau, Oscar Apfel and Emma Dunn.

4th day of run

Fairbanks, Jr. Appears Opposite Ideal Leading Lady In Newest Picture

Douglas Fairbanks, Jr., star of "It's Tough To Be Famous," the First National picture now at the ..... Theatre, appears opposite Mary Brian for the first time in his more than eight years of movie-making.

Mary Brian was the young Fairbanks' first screen admiration when he began his picture career. She had just been chosen for Sir James Barrie's "Peter Pan" by the famous author and Doug, Jr. considered the possibility of ever appearing with her as too remote for serious thought.

Since the time of "Peter Pan," however, both young players have made notable progress and find themselves opposite each other in "It's Tough To Be Famous." Each reports that working with the other has been a pleasant experience and expressed the desire that they might again have the opportunity to play opposite each other.

Critical comments on Miss Brian's work indicate that she now ranks with the best of the younger actresses and is no longer to be considered as merely a beautiful girl. Her portrayal of a young hero's sweetheart and wife in "It's Tough To Be Famous" has been infused with the talents of a capable actress to such an extent that she is increasing in popularity to a point even greater than that of the "Peter Pan" days.

Supporting Miss Brian and Doug Fairbanks, Jr. in "It's Tough To Be Famous" is a large cast of well-known players which includes Walter Catlett, Emma Dunn, Oscar Apfel, David Landau, who appeared with Doug in "Union Depot," and Lilian Bond. Alfred E. Green of "Disraeli" fame directed.

5th day of run

Variety Marks Experience Of Players In "It's Tough To Be Famous"

The large cast of "It's Tough To Be Famous," the First National picture now at the ..... Theatre, is distinguished by the variety of dramatic experience possessed by the players.

Headed by Douglas Fairbanks, Jr., the cast embraces stage and screen experience, both performing and directorial. Young Fairbanks has appeared on both stage and screen and is almost equally famous as an artist and writer. Mary Brian has devoted her career almost exclusively to pictures, being the only major cast member who has not also appeared on the legitimate stage.

Walter Catlett has appeared on vaudeville and legitimate stages and has been in motion pictures for the past few years, as both writer and actor. Emma Dunn is famous on the Broadway stage and has been appearing on the screen with great success. Oscar Apfel, has been famous as director and producer, but has recently turned his talents to the portrayal of character rather than the direction of characters. David Landau has achieved notable triumphs on both stage and screen and has appeared previously with Fairbanks, Jr., their scenes in "Union Depot" having presented as highly dramatic moments as have been seen on the screen in some time.

Extra and bit players for "It's Tough To Be Famous" were chosen by Director Alfred E. Green, of "Disraeli," "Smart Money" and "Union Depot" fame, with an eye to their previous experience. His requirements for this swiftly-paced film drama stressed capable players with a sense of drama and accurate timing. That his requirements have been amply filled is evident to patrons of the ..... Theatre.

Feature

Young Doug Interesting Combination Of Unusual Contradictions

By FRANK DAUGHERTY

Like all people who are at all worth thinking or writing about, Douglas Fairbanks, Jr. playing in the First National picture "It's Tough To Be Famous" at the ..... Theatre is a sum of contradictions, real and imaginary.

He was born the son of one of the wealthiest men in the world, but he lived years in Paris, a struggling art student.

In Paris, part of the time with his mother, part of the time with an American artist of his acquaintance on the Left Bank, he learned something of the fantastic beauty of the things man's imagination has captured. But when he had finished his schooling, which, in things generally known as essential, was extremely meagre for one of his station, the first job he accepted was one as a drug store cowboy in a California emporium of ice cream.

His earliest childhood ambition was to be a tramp —— an ambition to which he remains a sort of unwilling martyr. He literally hates work; and hating it, does it as quickly and as thoroughly as he can in order to be done with it.

He is an accomplished victrola player, and plays the piano indifferently by ear; but he has an intimate knowledge of most of the good music of the world. And having it, prefers jazz for a steady diet.

He is very nervous of people, disliking their continuous interest in his affairs; but in a group he at once and easily assumes the center of the stage and would be surprised and perhaps disappointed if it were not accorded him.

He is irresponsible in matters that are sometimes considered important. He doesn't make a serious effort to be punctual. But in little unimportant things he is often fastidious and painstaking, and a slipshod French word, or the wrong author named for a book, or the failure of someone to acknowledge an outstanding play at a football game will unsettle his week.

As a practical joker, he admits of only two peers in Hollywood: his father and famous Sid Grauman, and lady interviewers have come to shun him like a plague. He is not above overturning a bowl of soup in their laps or frightening them with an outburst against an innocent and flabbergasted waiter.

He is 170 pounds of good-looking, likeable, intelligent and irresponsible youth. Born into a political minded family, he might have become president; into a military, he might have become a general; but just now, being the crown-prince of Hollywood's royal pair, the signs all point to his becoming a motion picture actor of considerable note.

He has a reputation for becoming attached to old clothes, hats, suits, sticks, shoes. But his wardrobe for pictures is one of his hobbies, and he has increased its size and last-minute styles to proportions boasted by few.

He is not a snob, but is often mistaken for one because of his indifference to people who have made a "name." He has known the meaning of that word "name" all his life, and values it less than any other quality he can think of.

He is known as a "regular fellow" in Hollywood.

Squibs

Submarine Base Used As Set For "It's Tough To Be Famous"

The script of "It's Tough To Be Famous" now at the ..... Theatre, adapted from "The Goldfish Bowl," calls for Douglas Fairbanks, Jr., David Landau and a dozen other members of the cast to submerge in a submarine, whence all are shot to safety and the surface via torpedo tubes. The scenes were made at the San Diego submarine base. Mary McCall, Jr., author of the book, was one of the technical advisers on the picture.

The supporting cast of "It's Tough To Be Famous" includes Mary Brian, Walter Catlett, David Landau, Emma Dunn and Oscar Apfel.

Veteran Stage Stars In "It's Tough To Be Famous"

Two important members of the cast of "It's Tough To Be Famous" at the ..... Theatre which stars Douglas Fairbanks, Jr., are Emma Dunn, star of many past Broadway successes, including "Mother" and David Belasco's "The Governor's Lady," and Walter Catlett, well-known comedian, remembered for his work in "Sally," "Lady Be Good" and other productions. Other players are Mary Brian, David Landau, Oscar Apfel and Lilian Bond. Mary McCall is the author.

Doug, Jr. Injured During Olympic Tryouts After Filming Latest Picture

Shortly after he finished his role of a national hero in "It's Tough To Be Famous," a First National picture in which he will be starred at the ..... Theatre next ....., Douglas Fairbanks, Jr. went out to the University of Southern California to work out with the track stars who were practicing for the Olympic tryouts.

Doug had been tossing the weights and was walking off the field when a javelin came whirling towards him. He tried to throw himself out of the way of the missile, but was not entirely successful and the weapon hit him in the foot. The wound was so serious that Doug had to walk with a cane for several weeks after the accident.

He is supported in "It's Tough To Be Famous" by Mary Brian, Walter Catlett, David Landau, Emma Dunn and a large cast.

Casting Director Has Difficulty Getting "Mayor of N. Y." For Role

Rufus LeMaire, casting director of the First National studios at Burbank, Calif., searched anxiously for two doubles of celebrated New Yorkers. After some search he found actors to represent Mayor Jimmy Walker, and Grover Whalen in "It's Tough To Be Famous," starring Douglas Fairbanks, Jr. at the ..... Theatre. Fairbanks plays a youthful national hero in this film, a character somewhat reminiscent of actual aerial heroes of the past few years.

Selling It To The Public!

Your Newspaper Will Welcome This One

Contact your leading citizens; merchants, politicians "freaks" or daredevils. Invite them to write an article on "What Fame Has Meant To Me," dealing with the hardships they underwent before attaining their success, advice to ambitious youngsters or the disadvantages of being famous. These articles will no doubt be chock full of human interest and will arouse considerable reader comment. Point out to your newspaper editor that besides being an interesting feature, this stunt will give him a chance to give some deserved publicity to a few of the paper's major advertisers. It isn't necessary that these people be widely known figures, as long as they are well known to your potential audiences. The mayor would be an ideal personality, as would be a few of the larger merchants, the town wit and perhaps the Theatre owner. Start running this series a week in advance of your premiere showing of "It's Tough To Be Famous." When the last article appears, insert an announcement which should read as follows: "The Daily World hopes that you have enjoyed and benefited by this intimate series on Fame by our town's famous.

May we suggest for another inside view on the fame situation you see Douglas Fairbanks, Jr., in his latest picture 'It's Tough To Be Famous," now playing at the Strand Theatre.

Heroic Deed of the Week

The theme of "It's Tough To Be Famous" has to do with a man who performs a heroic deed and becomes a national idol. You can create a lot of interest in this picture by offering to the person in your town who does the most heroic deed of a set week, a cash prize. This would of course include policemen, firemen, boy scouts, girl scouts as well as any other person in town. You could tie-up with your newspaper which would insure an extra amount of publicity in this behalf. Furthermore when the hero of the week is selected you could have him tell of his exploits on the stage of your theatre the opening night which would insure added patronage as well as something very interesting in the way of entertainment.

Write letters to all organizations in town acquainting them with this contest. Make up special heralds announcing it and distribute them all through town. Get behind this in a big way because it will help your theatre both institutionally and for "It's Tough To Be Famous."

Special Window Cards

Get photos of the town's famous and have them reproduced into 11 by 14 window cards. Copy tying in with "It's Tough To Be Famous" should be on the card and read as follows:

> **This is**
> **JOHN SMITH**
> **one of Wilmington's famous**
> **See**
> **DOUGLAS FAIRBANKS, Jr.**
> **as**
> **one of America's famous**
> **in**
> **'IT'S TOUGH TO BE FAMOUS'**
> **now playing at the**
> **Winter Garden**

Plant these cards in every store window your locality has to offer. You might even have them made into a small size and distribute them as throwaways. They're certain of arousing interest from the locals.

For Your Lobby

Your lobby should reflect the spirit of the picture and its advertising campaign. With that thought in mind the following is suggested:

1. The color scheme should be black and white throughout, tying right in with the newspaper headline theme of the picture.
2. If a new national hero breaks into the limelight at the time you play the picture, enlarge the newspaper articles and headlines and display them prominently in your lobby. Use the catchlines suggested on these pages as captions for the enlargements, however it would be wise to put them in question form, i.e. "Does he want limelight and poses or moonlight and roses?"
3. Photos of famous men, both national and local should be displayed around the lobby.
4. Spot catchlines around.
5. Enlarge photos of Douglas Fairbanks, Jr. and Mary Brian.
6. Employ the use of spotlights which should play on the enlarged photos.

The ad stills and accessories contain many helpful ideas. See them at your local exchange.

How A Famous Man Spends His Day

Go to your mayor or any other famous person of importance and ask him for a schedule of his daily duties. This is something that would interest readers of a newspaper, is a good story for the paper and means a nice bit of publicity for you. It isn't probable that you will have any difficulty in securing this from the Mayor as it's favorable publicity for him. Make an itemized list along the order of the following:

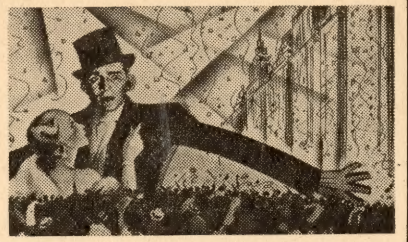
8 A.M. Arise, wash and dress.
8:30 Breakfast.
9:00 Arrive at office, go over mail, etc.
10:00 Meeting.
11:00 Receive visitors.
12:00 Luncheon.
1:00 Conference.
2:00 Conference.
3:00 Office matters.
4:00 Visitors.
5:00 Conference
6:00 Home for dinner.
8:00 Banquet.
12:00 Home.

Jig Saw Puzzle Newspaper Contest

Cut up the photos of six national heroes and Douglas Fairbanks, Jr. and scramble them up in puzzle form. Run one of these scrambled puzzles daily for a week preceding your showing of "It's Tough To Be Famous." Have the readers figure out who the famous personages are. You might give them a slight hint by telling in a caption of not more than twenty words some distinguished accomplishment of each of these people.

For the final day of the contest run the photo of Douglas Fairbanks, Jr. with a caption saying that he will soon be in town. This will undoubtedly get the interest of a majority of the paper's readers and with the last day's photo you center attention right on your showing. Upon conclusion of the contest readers should send to the newspaper, puzzle photos properly worked out together with a fifty word paragraph on why "It's Tough To Be Famous."

COLORTONE EFFECT



Make your screen presentation artistic and colorful with this atmospheric effect, elaborately colored, beautifully created.

4x5—Colored positive only $2.00
Set (positive and negative) 3.00
3¼x4—Colored positive only 1.50
Set (positive and negative 2.25

Order by No. N 216

NATIONAL STUDIOS, Inc.
226 West 56th St., New York

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

Jantzen Tieup

Douglas Fairbanks, Jr. is featured in the tremendous advertising campaign of the manufacturers of Jantzen bathing suits. This company will effect a complete tie-up for you with all the dealers in your neighborhood. Accessories such as window cards, newspaper ads and even twenty-four sheets are sent free to the stores so that they can properly co-operate with the theatre manager. Be sure to write Jantzen Knitting Mills, Portland, Oregon, attention of Mr. Castle. Let him know when you are playing "It's Tough To Be Famous" and he will pass the information on to his dealers.

There is also available, electrically recorded radio programs which are available free from the Jantzen Knitting Mills. The cost of the air time, however, will have to be worked out between yourself and the local Jantzen dealers.

AUTOGRAPHED PHOTO

DOUGLAS FAIRBANKS, JR.

$7.50 per thousand

Imitation autographed photograph of Douglas Fairbanks, Jr. Excellent business builders. Give them away on matinees. Imprint the back with copy on "It's Tough To Be Famous." $7.50 per thousand. Cash with order or shipped C.O.D.

Order Direct From
GORDON-BAKER PRINTING CORPORATION
142 West 24th Street
New York

Famous Persons' Night

Invite the town's celebrities to the premiere of "It's Tough To Be Famous." Civic officials, Social luminaries or any famous people who happen to be in town should all be on your invitation list. Exploit this premiere to the limit. Make sure that the newspapers are informed of all those who are to attend so that you may get the proper publicity from them.

Get hold of a couple of sun arcs to throw a lot of light on your theatre front. Tie-up with a local radio station and as the celebrities arrive, have them say a few words to the radio audience. After the performance, get the opinions of these people and use them in your next day's ad. Get after this one, it'll set your showing off with a bang.

YOUR NOVELTIES

Who's The Most Famous Man In Town?

Who do you think? Who do the townspeople think? Get your local newspaper to cooperate with you in finding the most famous man in town. Anybody should be eligible to enter the contest and everybody entitled to vote. It would be to the newspaper's advantage, however to print a form ballot on which all voters are to list their choice. This ballot should be the only official and acceptable means of casting a vote. Votes can be sent either to the newspaper contest editor or to the theatre.

Run this contest over a period of two weeks and post the daily standings of the contestants in the lobby of your theatre as well as in the newspaper. At the conclusion of the contest, have the winner write an article on "HOW IT FEELS TO BE FAMOUS." This should appear the day before you start your advertising campaign on "It's Tough To Be Famous."

Poster Cutout

Before you even start to read this column, turn to the back page and look at the 24-sheet. Notice how perfectly it ties in with the title. Not only is it a great poster but it lends itself to fine cutout possibilities. Have your artist make a cutout of it, then mount it on top of your marquee. Attach a spot light and have it play full strength on the cutout. Do this on both sides of the marquee.

Your Tack Card Campaign

Have printed up locally, cards which bear the following copy:

WELCOME TO UTICA
DOUGLAS FAIRBANKS, Jr.
in your latest role as a famous national hero
'IT'S TOUGH TO BE FAMOUS'
STRAND THEATRE
MAY 8 to 14

Snipe these cards all over town in every community. Tack them on to all available billboards, poles, trees, fences and buildings.

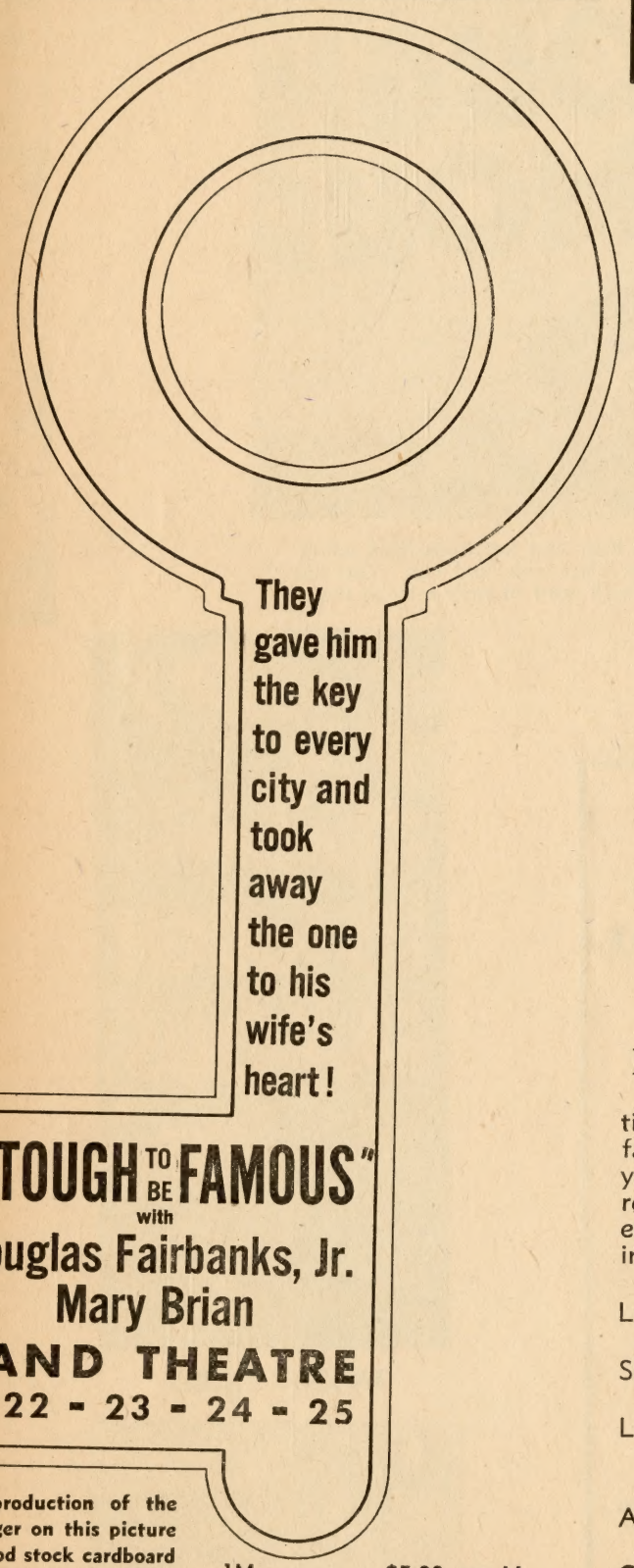
WHO IS THIS MAN? WHY IS HE DISGUISED?

Rip off his moustache and find the startling answer.

The above throwaway printed on good cardboard stock, has an imitation moustache which when ripped off reveals the star and title of the picture. The reverse side of the card has your theatre imprint and playdate as well as the title and star repeated. Its size is 5 inches wide by 7 inches long.

Price complete with imprint:

1M	$7.50 per M
2M	6.00 per M
3M	5.50 per M
5M	5.00 per M



The above reproduction of the door hanger on this picture is made of good stock cardboard and measures 9½ inches long. Price complete with theatre imprint and playdate:

1M	$5.00 per M
2M	4.50 per M
5M	4.00 per M
10M	3.50 per M

EXPLOITATION PRINTERS

20 WEST 22nd STREET **NEW YORK CITY**

CROWD-STOPPING LOBBY DISPLAY

The intimate biography printed below, enlarged to fill a 40 x 60 frame on an easel in the outside lobby, will prove to be a sure-fire "crowd-stopper." Use the stunt for your lobby. If possible, put the enlargement on display in your inside lobby a week before the run starts.

Douglas Fairbanks, Jr.

A Brief Biography

He was born in New York City as recently as December 9th, 1907. His now famous father was then a young actor of moderate popularity. Is one of the best educated of the screen actors, yet never attended school in his life. Was educated by private tutors, that's why. Speaks French and German as well as he does English. Appeared in the French version of "Local Boy Makes Good."

First met Joan Crawford when they appeared together in a picture. They knew each other for two years before getting married. His father objected because of his son's youth. But his mother approved. So they traveled to New York in order to have his mother present at the ceremony.

Is a very versatile young man. Is extremely interested in carving and painting. Also writes exceptionally good poetry. Has written a series of articles for Vanity Fair, accompanied by his own caricatures.

John Barrymore is his favorite actor and Joan Crawford his favorite actress. Lives next door to Greta Garbo, but claims he never sees her. Owns the largest Great Dane dog on the Pacific. Its name is "Hamlet." Has made thirty-two pictures to date, and his first role was that of a cowboy. Prefers costume pictures to any others. Has worn the same green felt hat for eight years. Is rather superstitious about it. Drives a sixteen-cylinder, phaeton Cadillac car given to him by his father.

Is terribly embarrassed when girls make a fuss over him in public. His latest picture is "It's Tough To Be Famous." That's just how he feels about it, too. Likes to go roller-skating. Thinks it's a swell sport. Dislikes sitting for portraits. As a matter of fact, he dislikes sitting anywhere for very long. Would like to tour the world on a freighter. Is particularly pleased with himself when he beats his father in a game of golf.

Is six feet tall and weighs 180 pounds. Has light brown hair, blue eyes, and a swell coat of tan all year round. Is unusually handsome, but would rather not have us mention that.

NEWSPAPER OR PROGRAM CONTEST

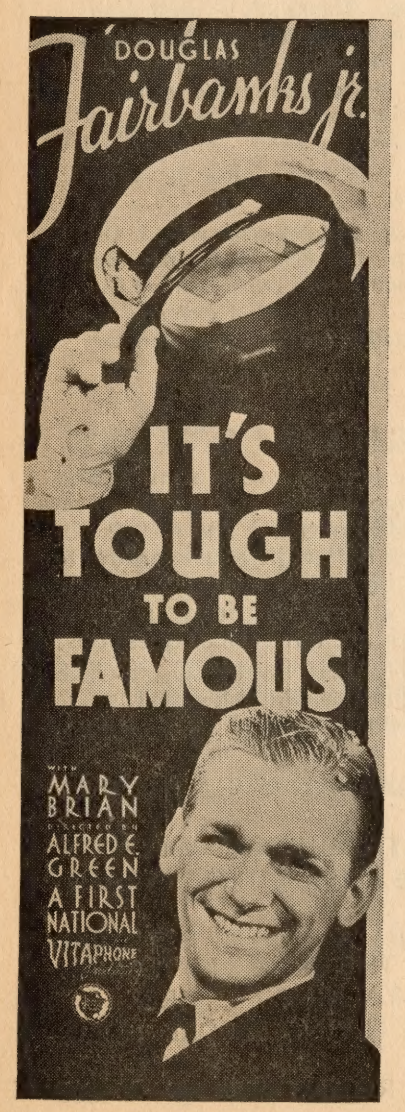
In a very novel and interesting way you can work a stunt that ties in directly with the title. Show people that it's tough to be famous by sponsoring a FLEETING FAME contest. The idea is for you to run a series of questions on recent national heroes and invite readers to send in their answers. It will be lots of fun to those who enter the contest and you are assured of a great plug for your showing of "It's Tough To Be Famous." Here are ten typical questions:

1. WHAT THREE EUROPEAN TRANSATLANTIC FLYERS LANDED IN A SMALL CANADIAN FISHING SETTLEMENT?
2. WITH WHAT GREAT ACCOMPLISHMENT IS AMUNDSEN ASSOCIATED?
3. WHO WAS THE SECOND WOMAN TO SWIM THE ENGLISH CHANNEL?
4. WHO WAS SECRETARY OF STATE UNDER COOLIDGE?
5. WHAT IS THE NAME OF THE FIRST WOMAN TRANSATLANTIC FLYER?
6. WHAT FOOTBALL PLAYER IN AN INTERSECTIONAL GAME SCORED A TOUCHDOWN FOR THE OPPOSING TEAM?
7. WHAT WAS THE FIRST ALL-TALKING PICTURE?
8. WHO ARE THE ENDURANCE FLYING RECORD HOLDERS?
9. WHAT CAUSED THE MOST RECENT SINO-JAPANESE OUTBREAK?
10. WHO IS THE PRESENT RULER OF SPAIN?

ACCESSORIES THAT SELL! LET THEM REACH OUT FOR THAT EXTRA BUSINESS!

24 SHEET Background white, title in orange, name of star in blue, cast and trade-mark white. Doug. Fairbanks, Jr. has brown hair, brown eyes, black coat and hat. Girl has blonde hair, blue eyes. People in various colors. You'll want to order a lot of these!

SIX SHEET



THREE SHEET

GET THE SEAT-SELLING FIRST NATIONAL TRAILER ON "IT'S TOUGH TO BE FAMOUS"

•

IT SELLS AND SELLS AND SELLS

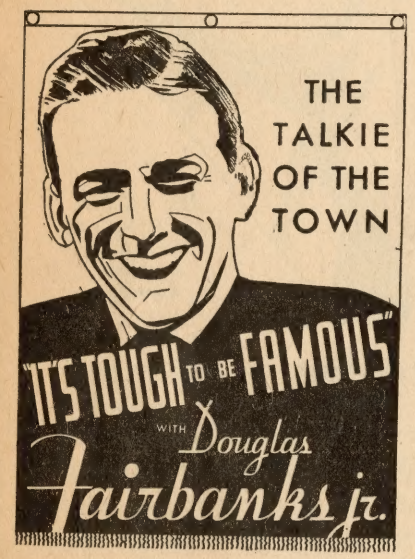
•

GET IT AT COST FROM YOUR LOCAL EXCHANGE

INSERT CARD

SLIDE

BANNERS



Excellent for marquee and lobby hanging. Size 20 by 30 inches and printed on strong, durable canvas. Comes with eyelets. Brilliant colors.

PRICE 50c EACH.

DO NOT ORDER BANNERS FROM EXCHANGE. AVAILABLE ONLY DIRECT FROM

METRO FLAG-BANNER CO.
2 E. 23rd St. New York, N. Y.

Order Blank

ACCESSORIES

"IT'S TOUGH TO BE FAMOUS"

Send to

Manager.....

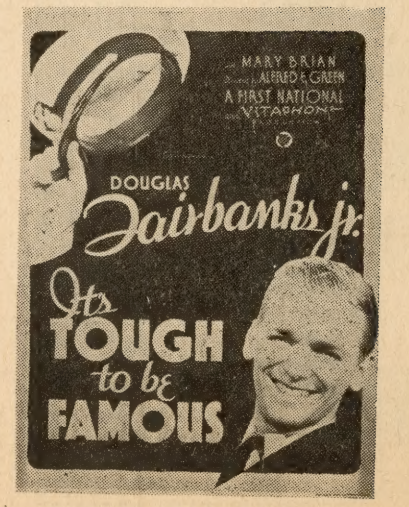
Theatre.....

City.....

	POSTERS	AMOUNT
.....1-sheets	@ 15c each (1 to 50)	
.....	@ 13c each (51 to 100)	
.....	@ 11c each (Over 100)	
.....3-sheets	@ 40c each (1 to 25)	
.....	@ 36c each (Over 25)	
.....6-sheets	@ 75c each (1 to 10)	
.....	@ 70c each (11 to 20)	
.....	@ 65c each (Over 20)	
.....24-sheets	@ $2.00 each (Up to 25)	
.....	@ 1.75 each (Over 25)	
	WINDOW CARDS	
.....@ 7c each (1 to 50)		
.....@ 6c each (51 to 100)		
.....@ 5½c each (Over 100)		
	INSERT CARDS	
.....@ 25c each (1 to 25)		
.....@ 22c each (26 to 50)		
.....@ 20c each (51 to 100)		
.....@ 18c each (Over 100)		
	HERALDS	
.....M @ $3.00 per M (1M to 5M)		
.....M @ 2.75 per M (Over 5M)		
	PHOTOS	
.....Set 11 x 14s @ 75c per set (8 in set — colored)		
.....Set 22 x 28s @ 80c per set (2 in set — colored)		
.....Slides @ 15c each		
.....Stills @ 10c each		
.....Merchandising plans		(Gratis)
.....Music cues		(Gratis)
	TOTAL	

MAIL IMMEDIATELY TO YOUR LOCAL FIRST NATIONAL EXCHANGE

ONE SHEET



WINDOW CARD

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http://wcftr.commarts.wisc.edu

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